



MOUNTAIN VIEW

Biz Newsletter

SHOP HOLIDAY GIFTS



MOUNTAIN VIEW
MARKETPLACE

Add Your
Business

Shop Local Now

SHOP SAFE - SHOP LOCAL!

The Mountain View Chamber of Commerce and the City of Mountain View are partnering on the [Mountain View Marketplace](#), a virtual marketplace with special offerings from our unique shops and restaurants under one virtual roof that makes shopping fun and easy. [Sign-up for free](#), showcase your products and drive traffic to your business. Shoppers can purchase directly from retailers, buy a Mountain View Universal Gift Card, or order delicious takeout meals from a variety of food purveyors.

Click and bookmark [Mountain View Marketplace](#) today!

SMALL BUSINESS RESILIENCY PROGRAM

\$\$\$ Help for Small Businesses: Phase two of the City of Mountain View Small Business Resiliency Loan Program is continuing to accept applicants. The inquiry form will remain open through November 30 at 12 p.m. noon. The program will provide a limited number of \$15,000 no-interest loans on a first come, first serve basis for storefront small businesses impacted by COVID-19 and who did not receive a loan in phase one. Review eligibility and submit an inquiry form today:

Eligibility Requirements and Inquiry
Form

On November 17, 2020 Santa Clara County was placed in the strictest tier of the state's four-part, color-coded reopening roadmap, [A Blueprint for a Safer Economy](#). Under purple tier restrictions, indoor business operations are closed for restaurants, gyms, fitness centers, and other uses. Some indoor businesses are allowed to operate at reduced capacity, these include retail allowed at 25% capacity, grocery stores allowed at 50% capacity, and shopping centers allowed at 25% capacity. For more information, please visit: [COVID-19: Santa Clara County Health Orders on Business Operations](#)

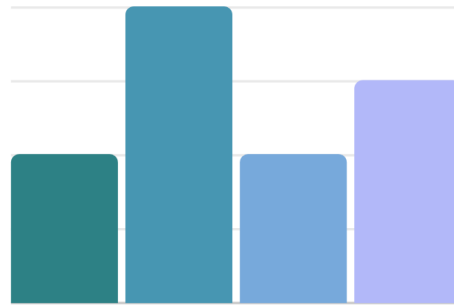
**Santa Clara County
is now in the**

Purple

Tier

SHOPPER HABITS SURVEY

Do you know your customers? The City recently conducted a survey of local shoppers to determine how their habits have changed because of COVID-19. The survey summary provides valuable information about what your customers buy, how they buy, and how they shop that can help business expand sales and improve customers satisfaction.



Survey Results

ADDITIONAL RESOURCES

Too much information and no time to navigate? Each newsletter will offer practical tools, tips and resources to help businesses address COVID-19 challenges.

- For City of Mountain View Outdoor Operations please visit [Castro StrEATs](#) and [Outdoor Mountain View \(OMV!\)](#)
- [36 Marketing Ideas for Small Businesses](#)
- [5 Clever Strategies for Restaurant Marketing During COVID-19](#)
- [Google: Small Business Digital Training & Courses](#)

CONTACT US

The City of Mountain View Biz Newsletter supports businesses by providing the latest information and news about business resources, tools, funding sources and tips that can help address COVID-19 impacts and help businesses access opportunities for expanding sales and building capacity.

[Read our newsletter](#) in Spanish or Chinese.

If you have any questions please email SmallBiz@mountainview.gov.